

FIG. 1

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2/20

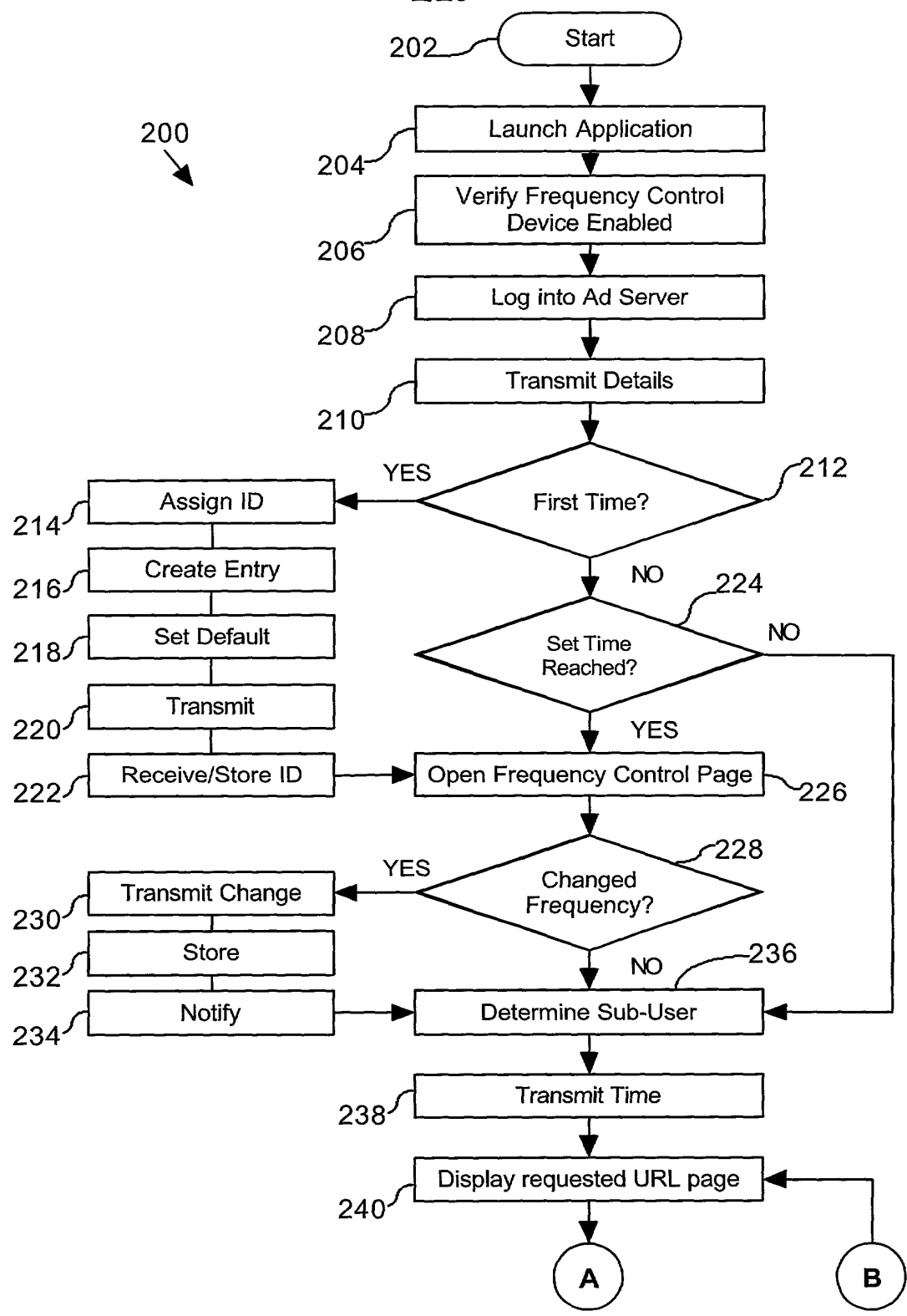


FIG. 2

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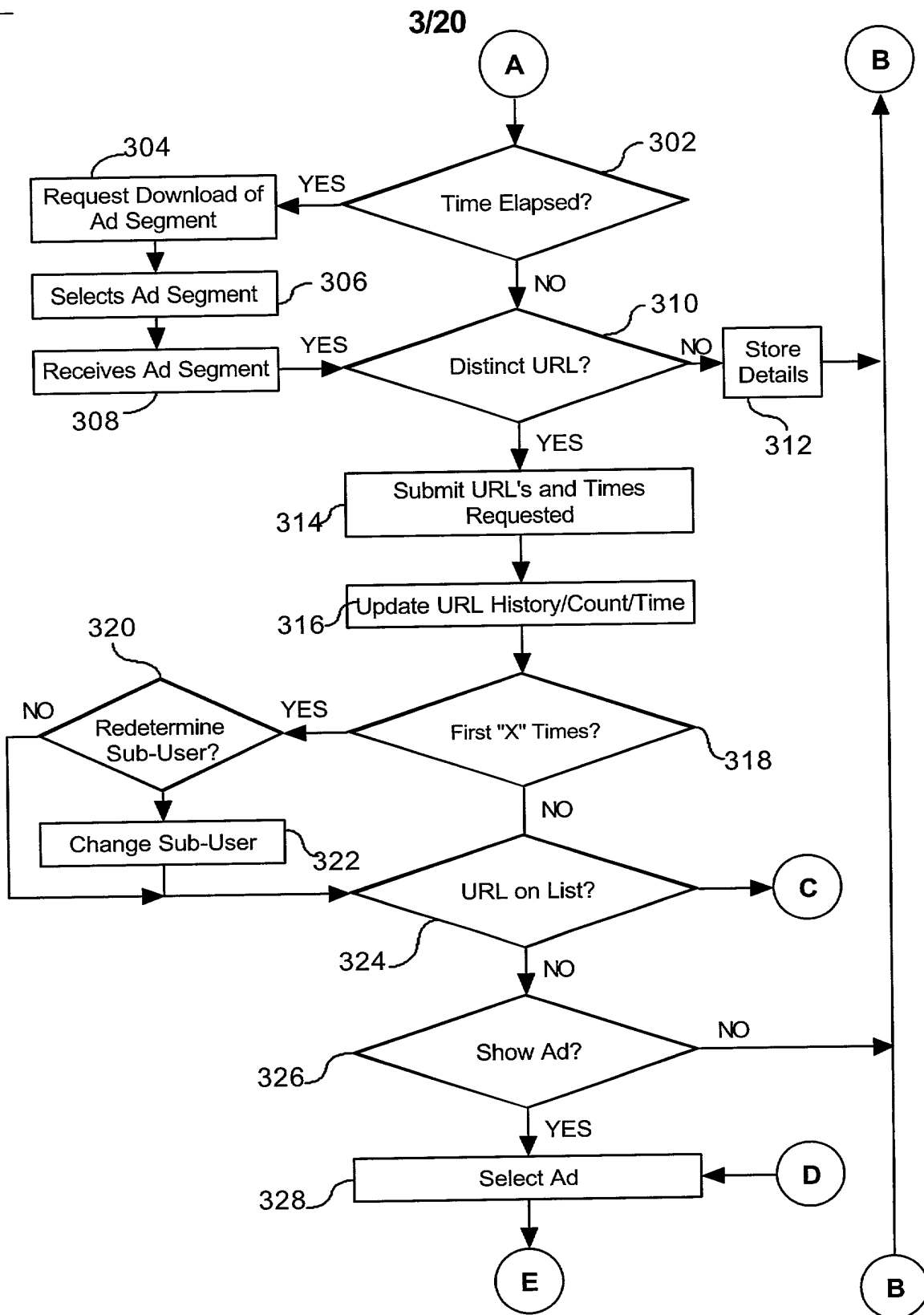


FIG. 3

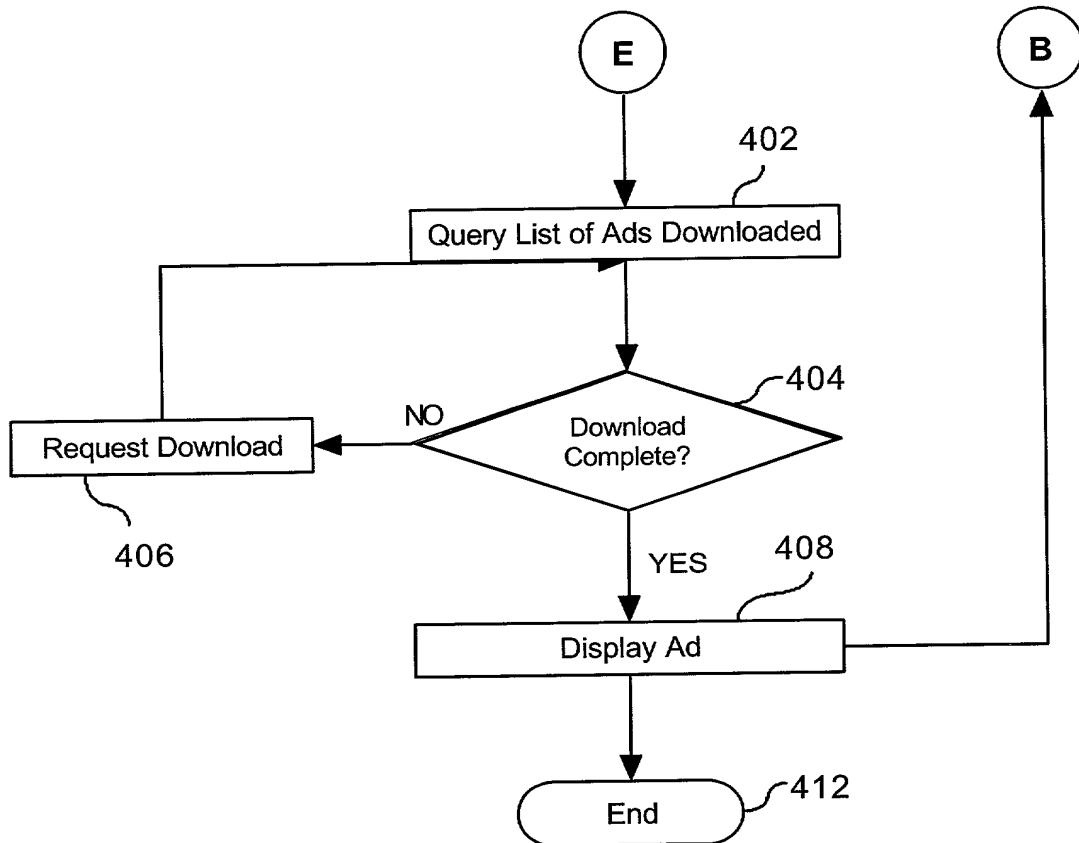


FIG. 4

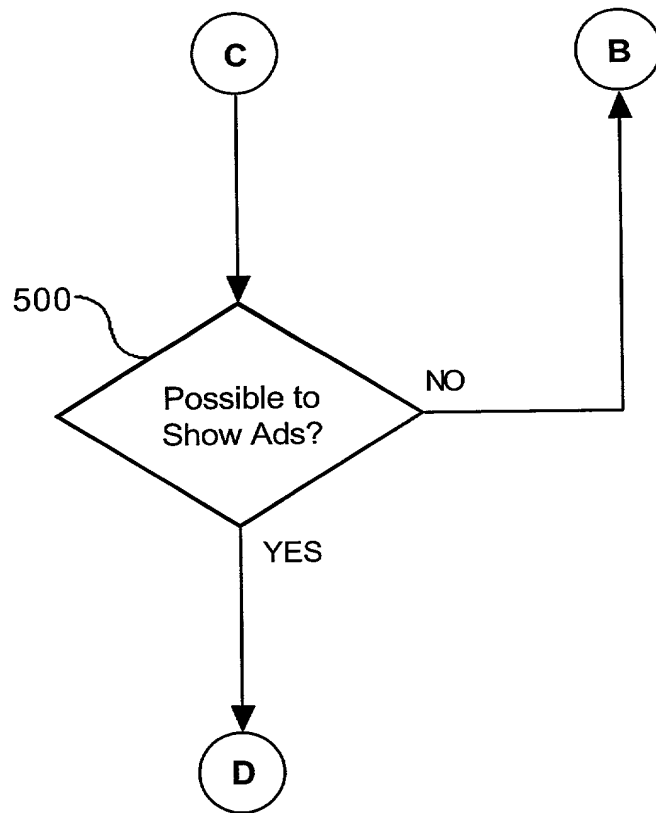


FIG. 5

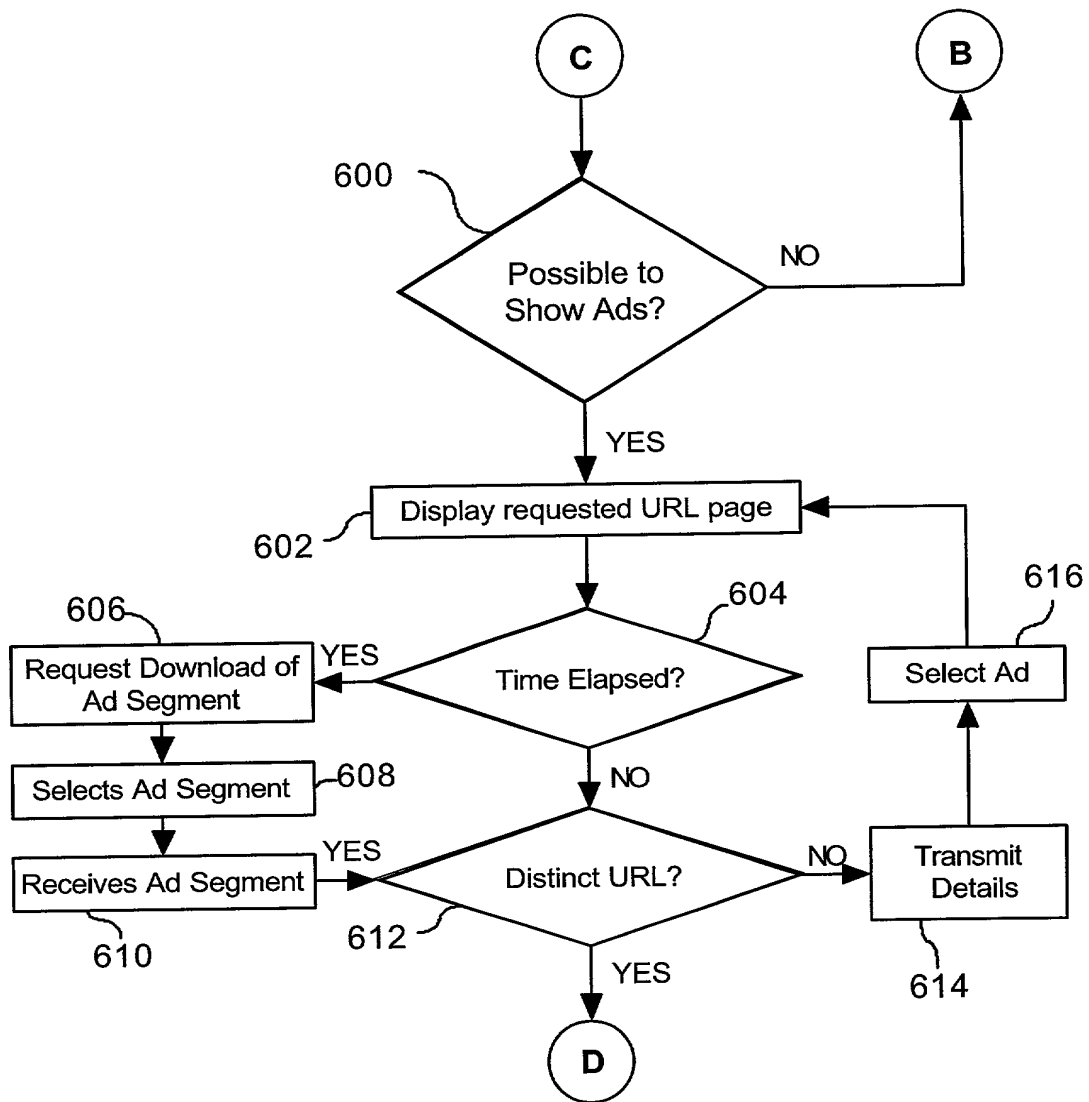


FIG. 6

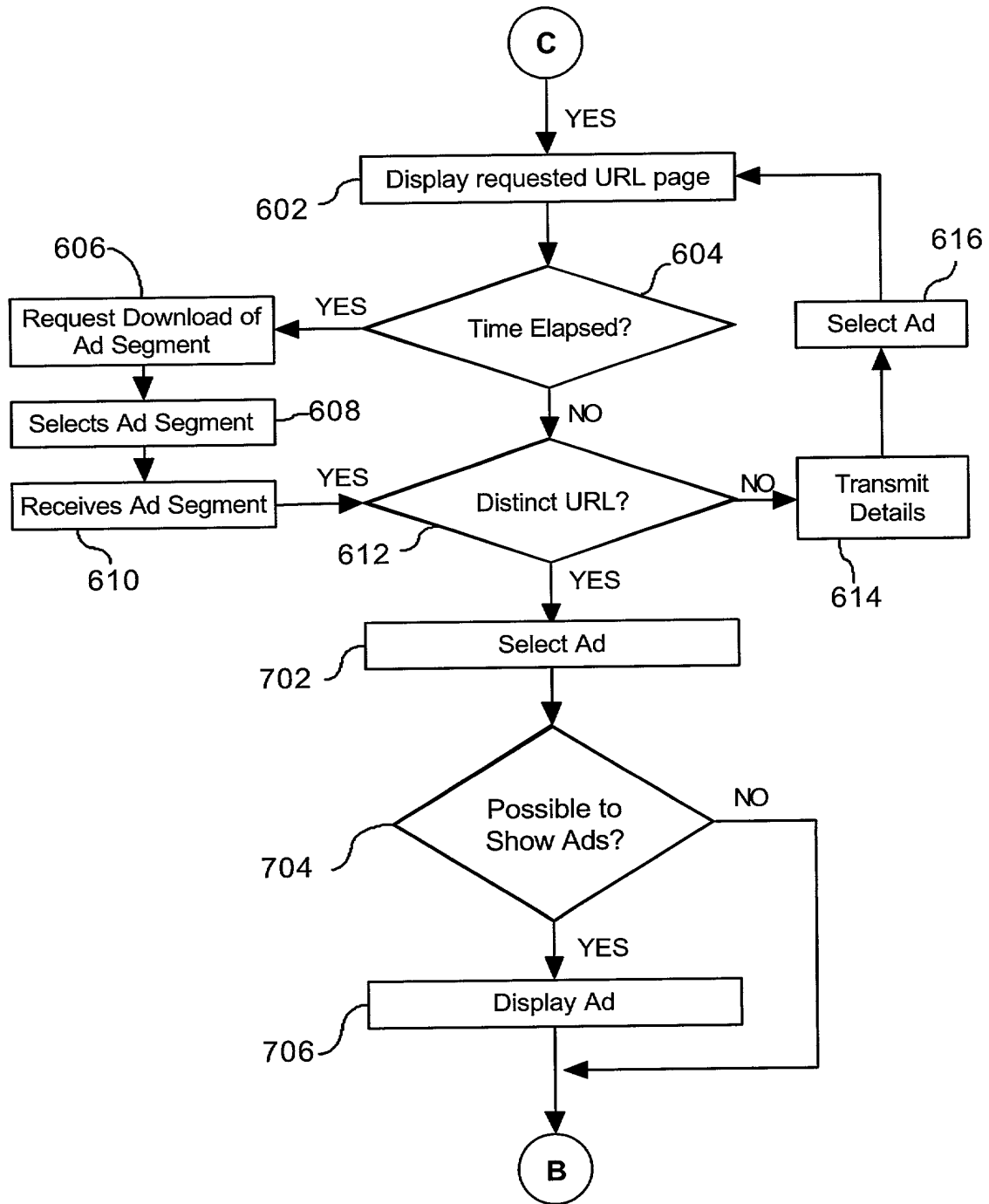


FIG. 7

8/20

800
↓

Frequency Control Page

How much do you want to pay today?

802 ☐ 804 ☐

BIG SAVINGS 808 806 FULL PRICE

This month you have already saved
814 ↗ **\$2.65** on your Internet access ! ↖ 812

View again in a:

☐ Day ☒ Week ☐ Month

810

FIG. 8

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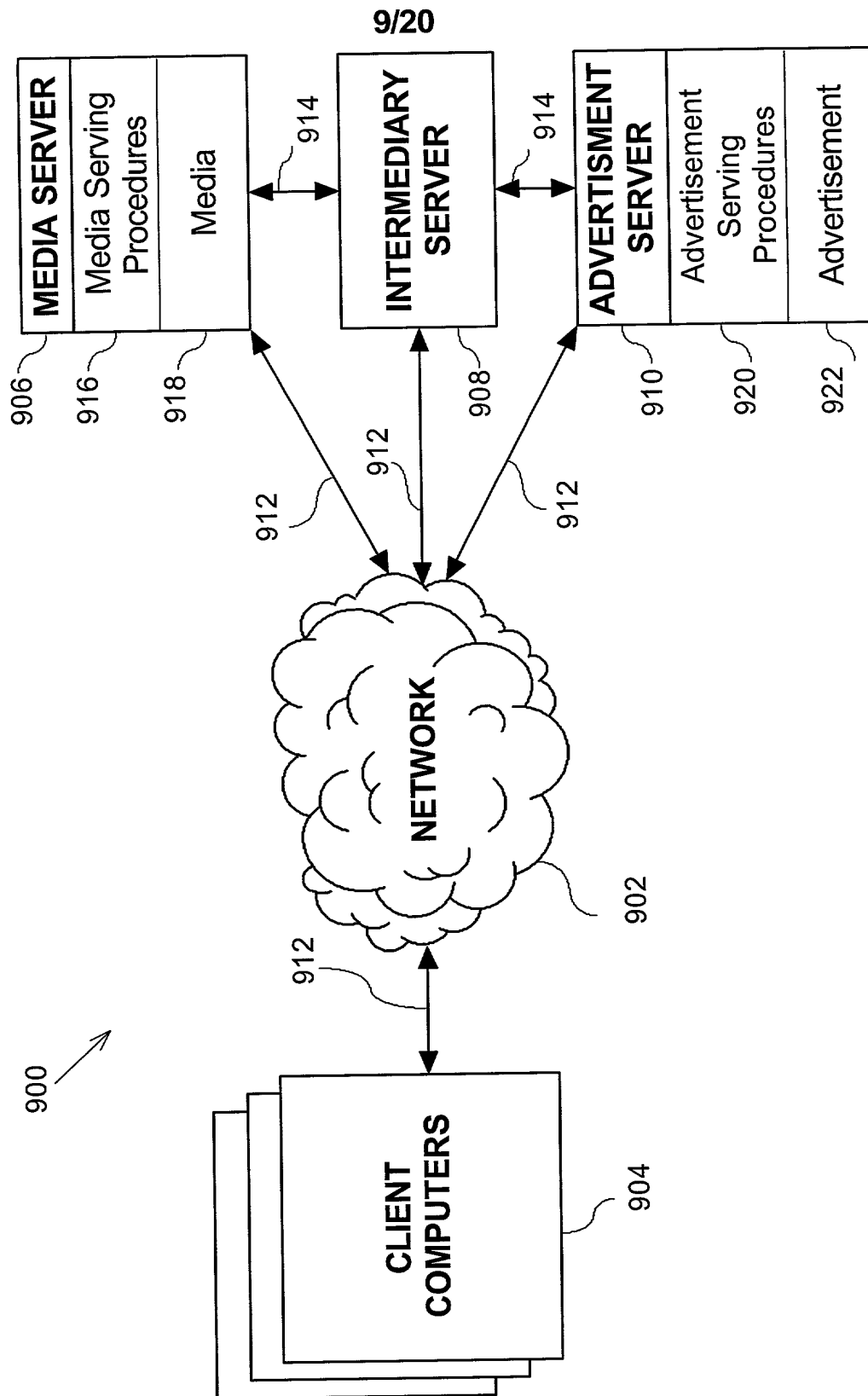


FIG. 9

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FIG. 10A is a block diagram of a client computer 1004. The client computer 1004 includes a CPU 1002, a communications interface circuit 1004, input/output devices 1006, and memory 1008. The memory 1008 includes an operating system 1010, communication procedures 1012, frequency procedures 1014, optimization procedures 1016, segmenting procedures 1018, assembling procedures 1020, display procedures 1022, a user profile database 1024, a user profile 1026, a user profile N 1028(N), an advertisement database 1030, advertisement 1 1032(1), and advertisement N 1032(N).

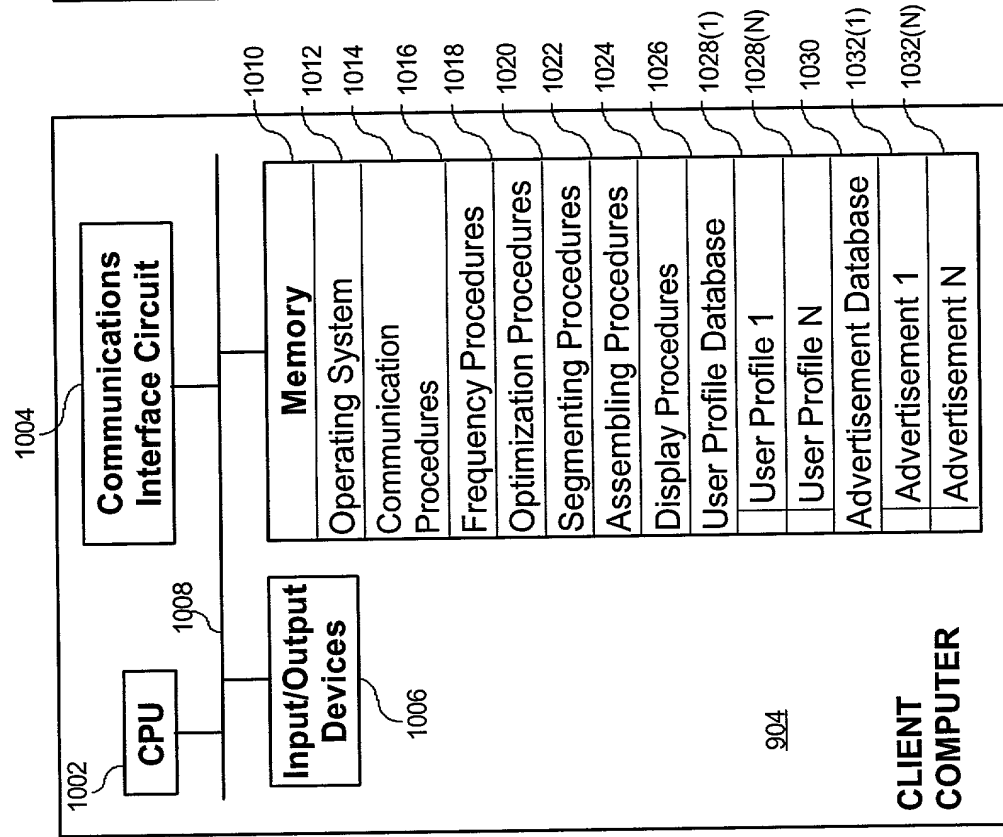


FIG. 10A

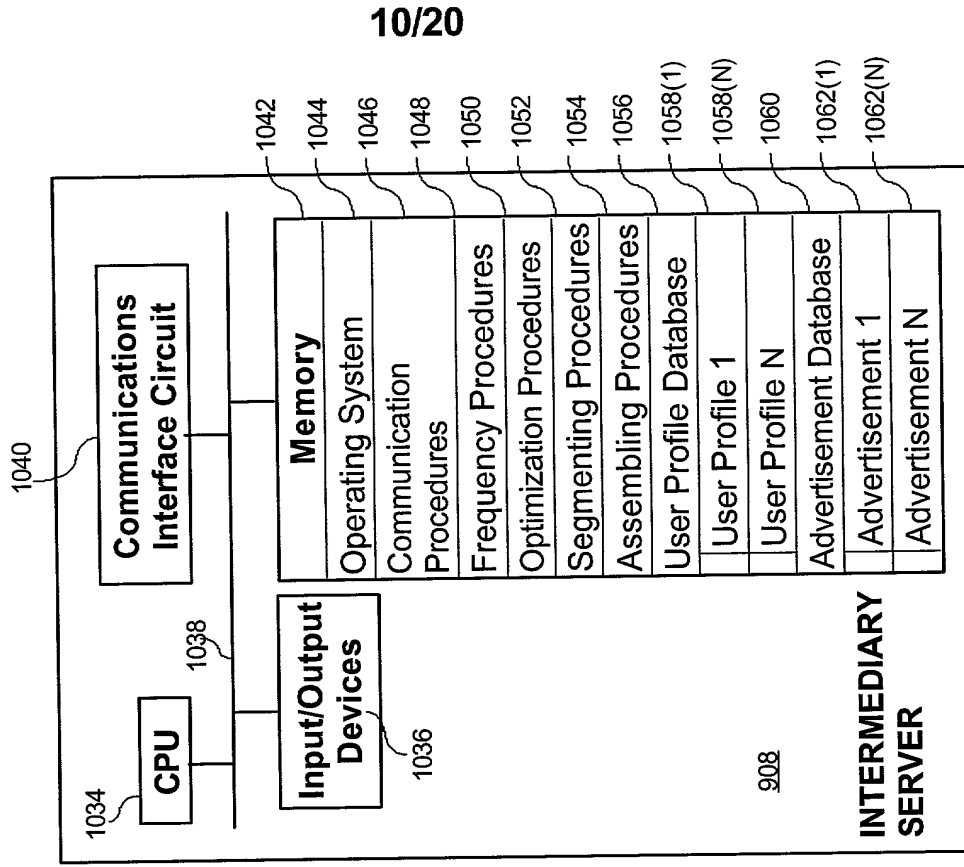


FIG. 10B

FREQUENCY SELECTION PROCESS

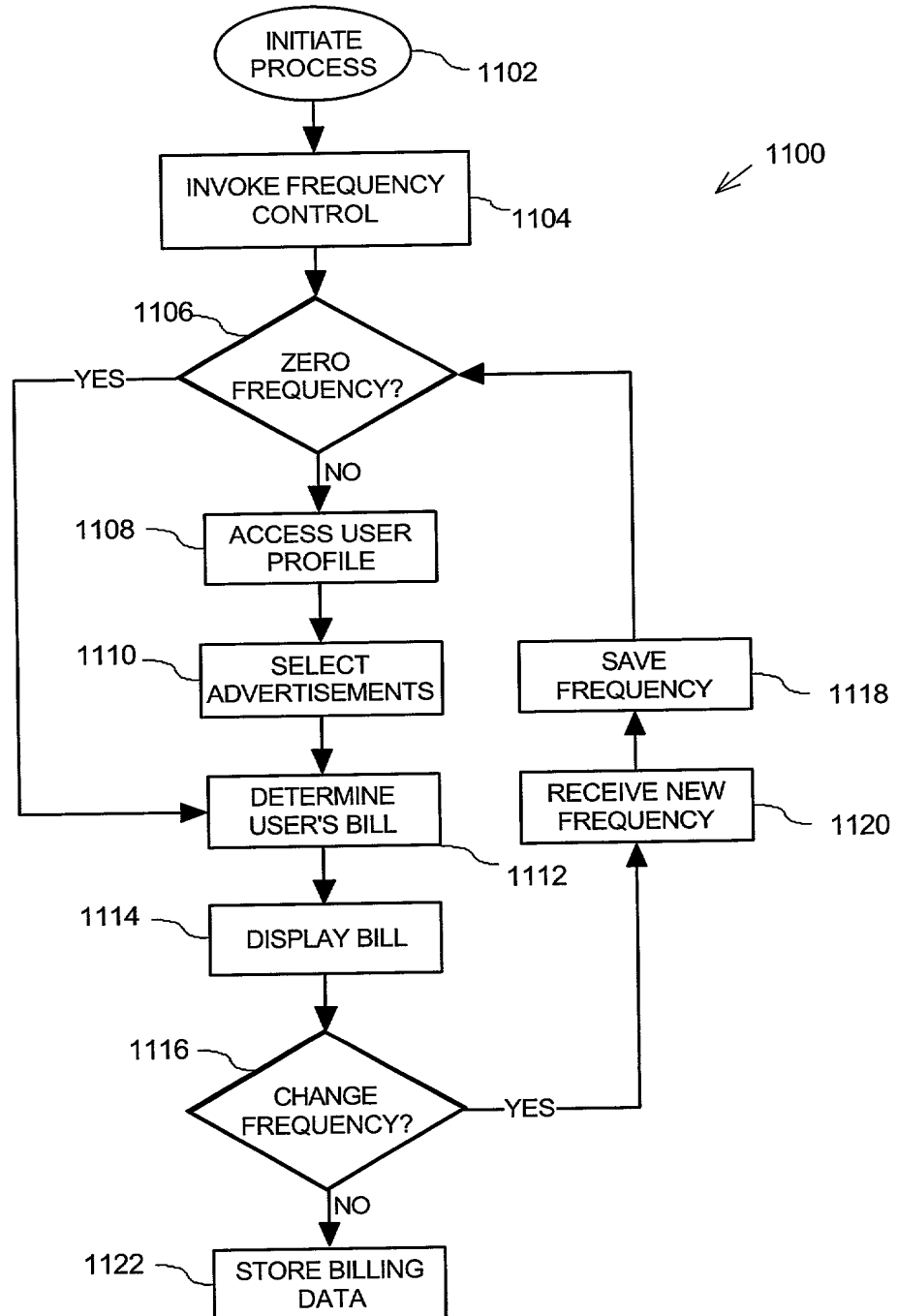


FIG. 11

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12/20

PROCESS WITH INTERMEDIARY
INTERMEDIARY AD SERVER

MEDIA SERVER

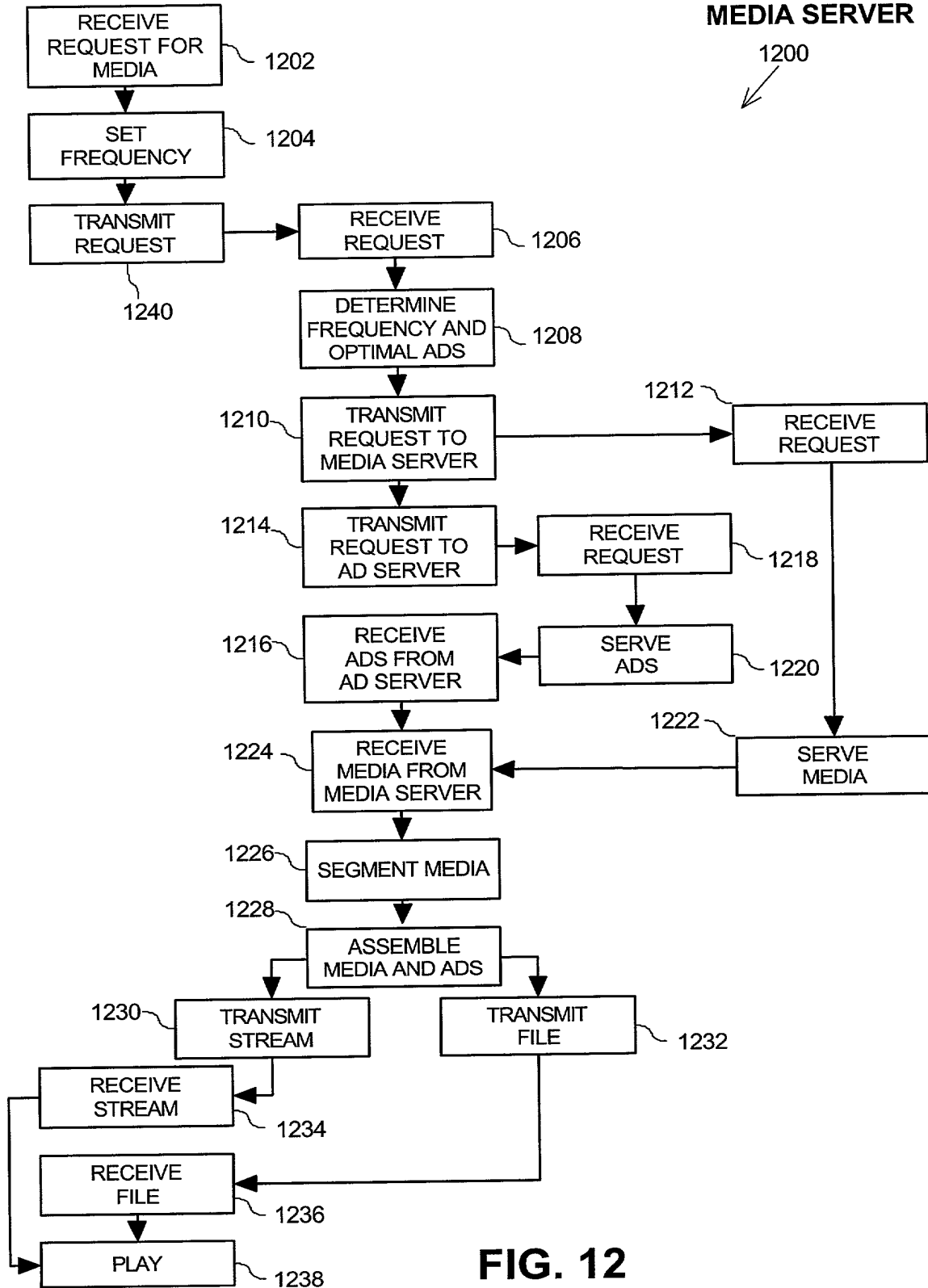


FIG. 12

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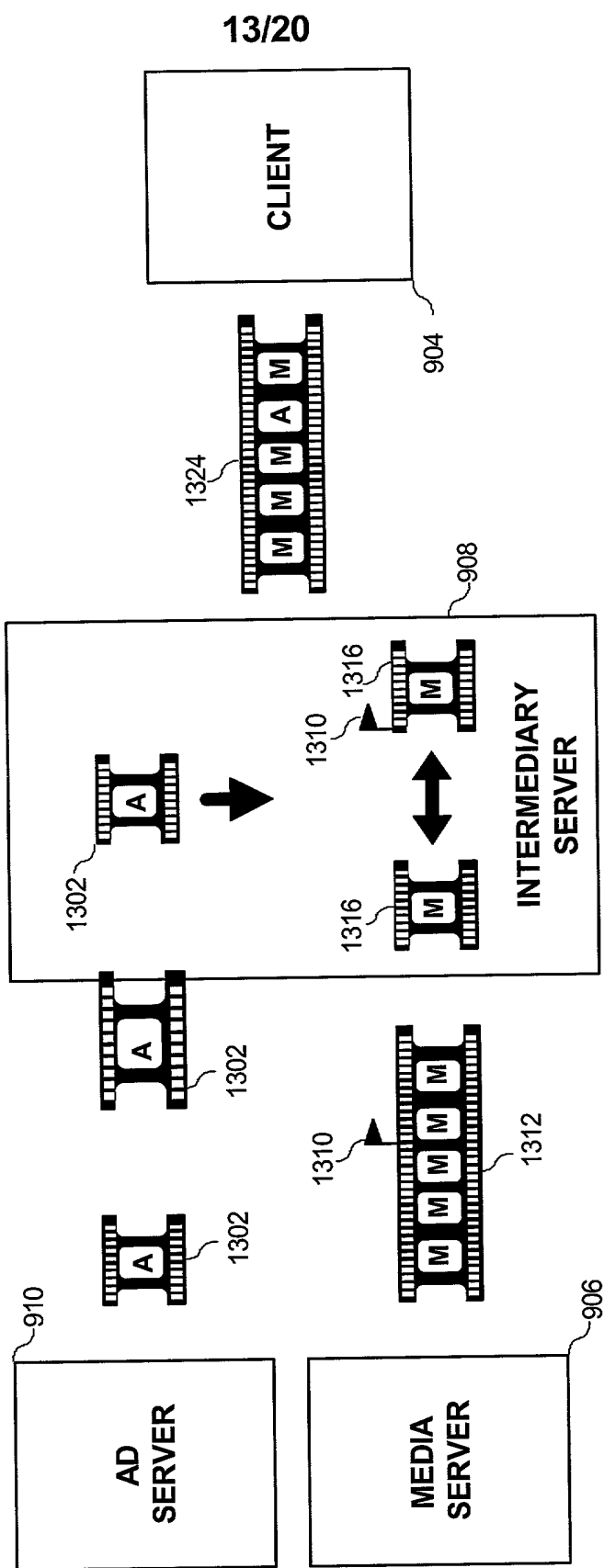


FIG. 13

PROCESS WITHOUT INTERMEDIARY

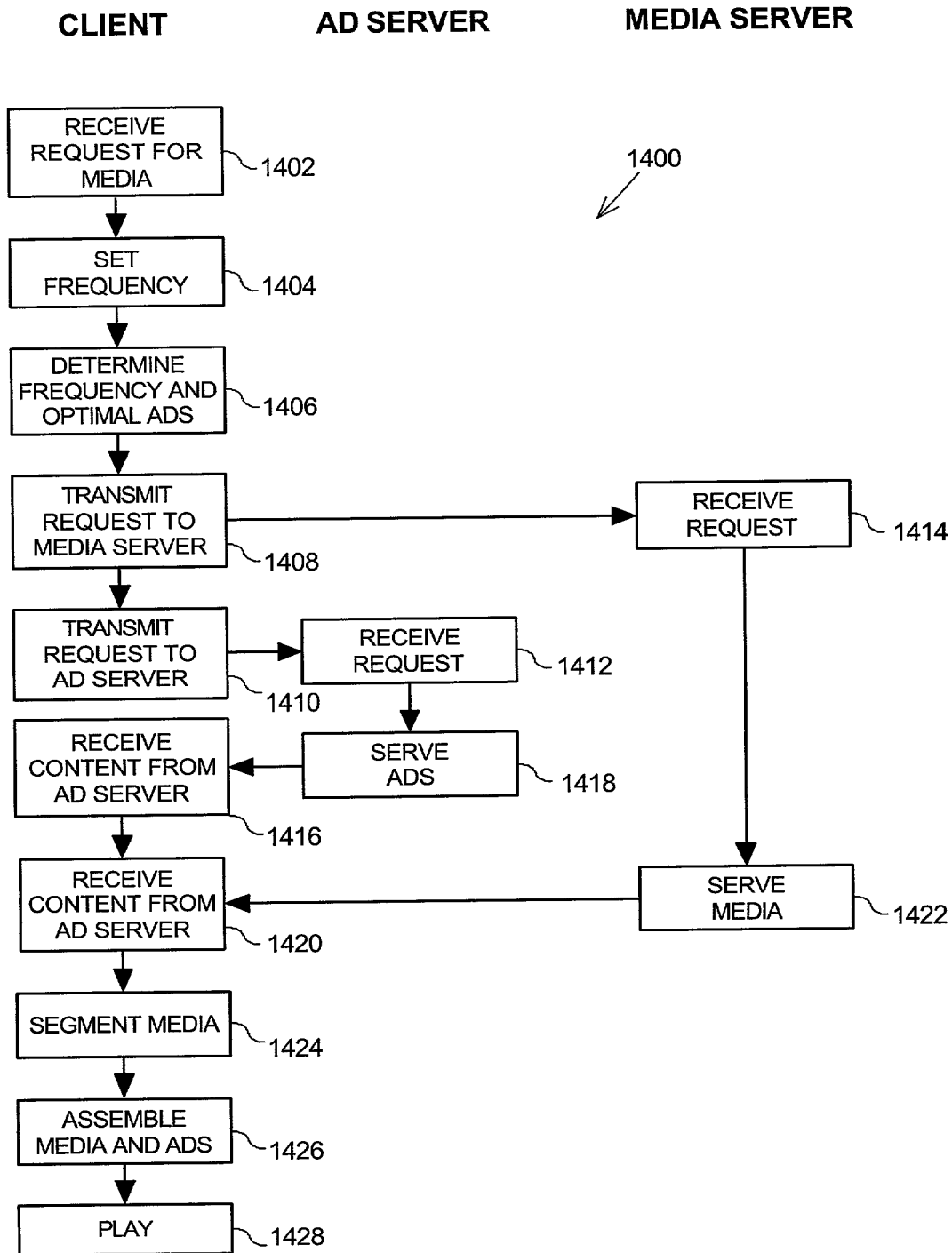


FIG. 14

FIG. 15 is a block diagram illustrating a process without an intermediary. The diagram shows an AD SERVER (910) and a MEDIA SERVER (906) connected to a CLIENT (904). The AD SERVER (910) contains two Advertisements (1506). The MEDIA SERVER (906) contains a Media Stream (1512). The CLIENT (904) contains two Media Modules (1516) and an Ad Module (1522). The process flow is indicated by arrows: from the AD SERVER (910) to the CLIENT (904), and from the MEDIA SERVER (906) to the CLIENT (904). The CLIENT (904) is also connected to a large block labeled 1500, which contains a sequence of Media Modules (1518) and an Ad Module (1522).

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PROCESS WITHOUT INTERMEDIARY 1500

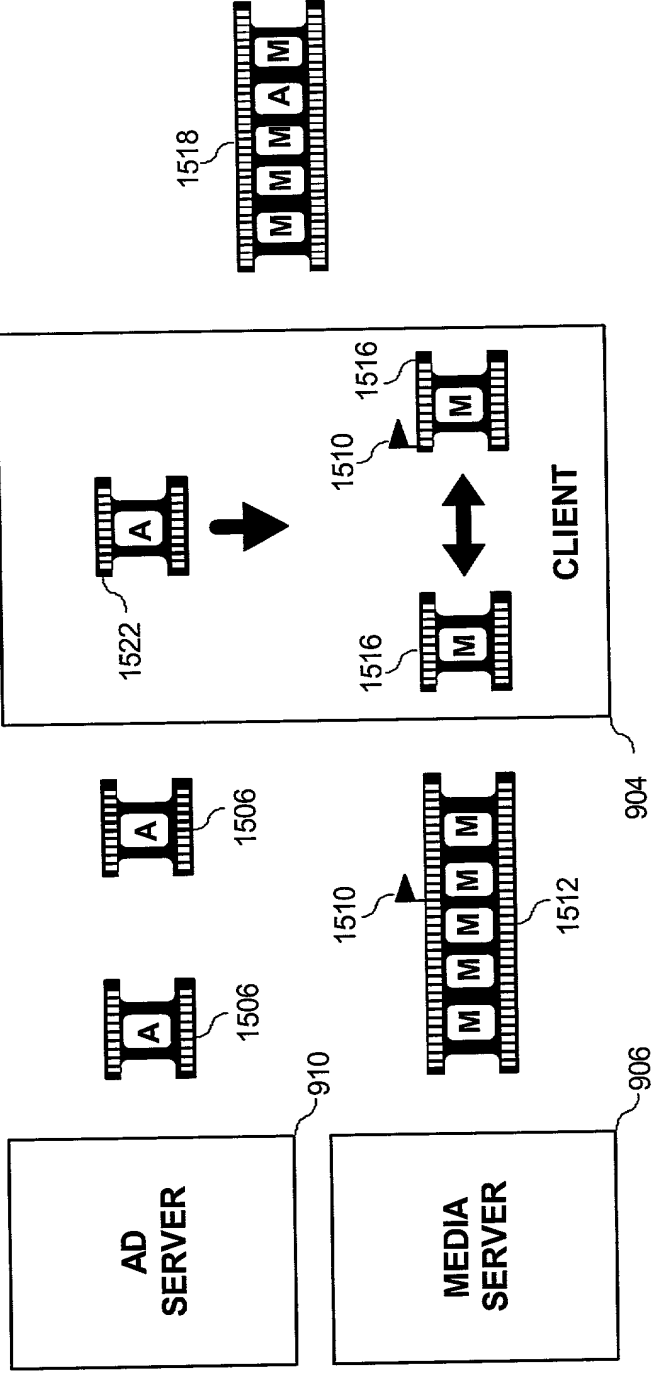


FIG. 15

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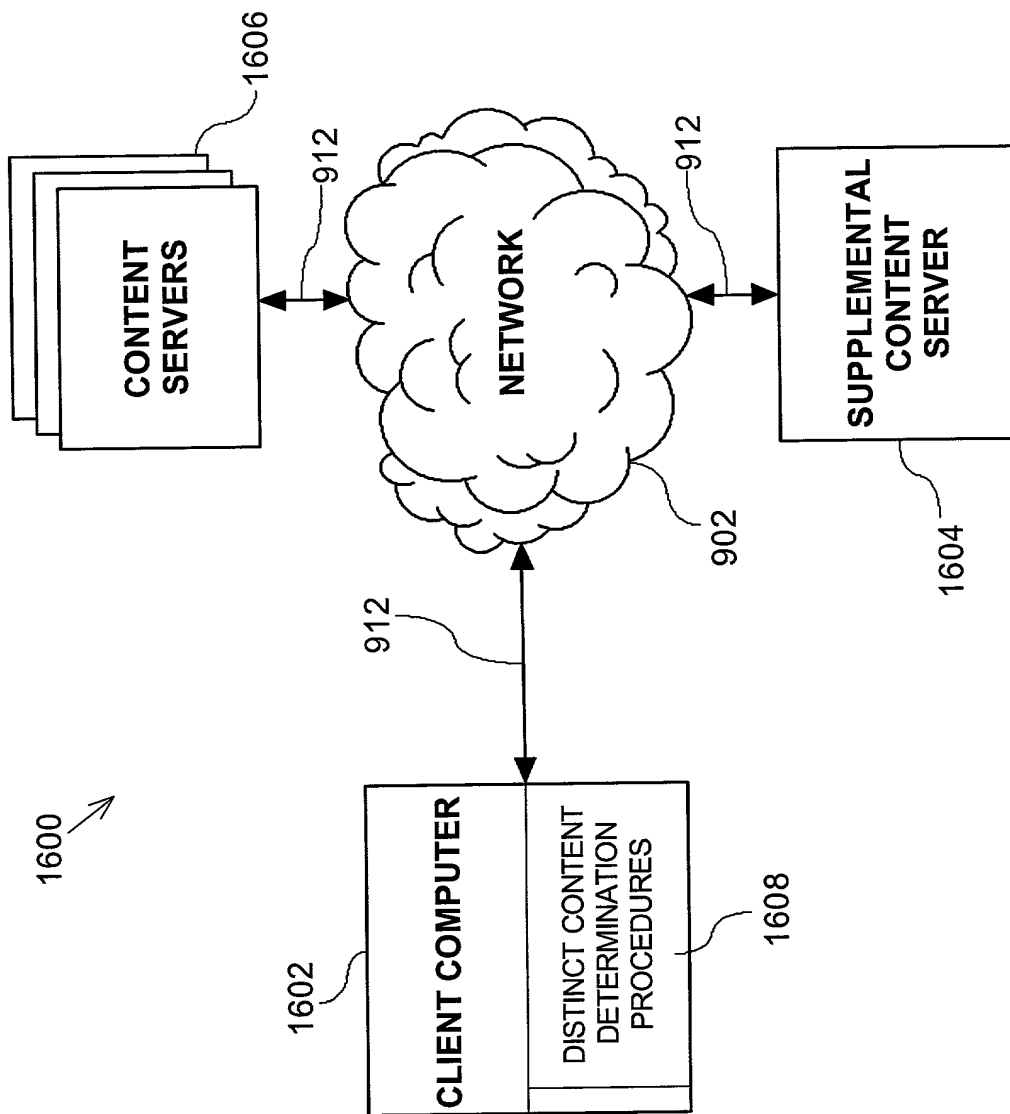


FIG. 16A

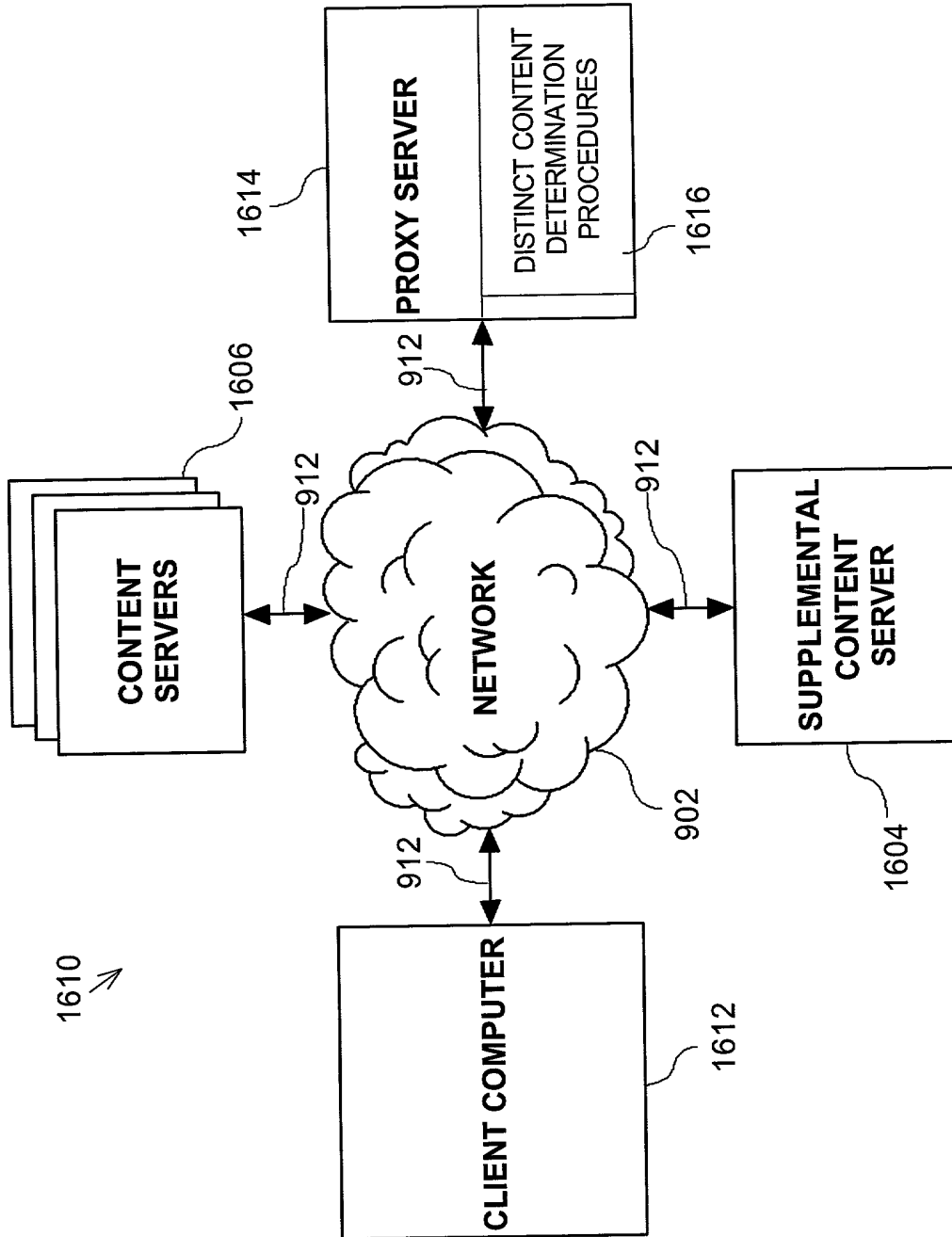


FIG. 16B

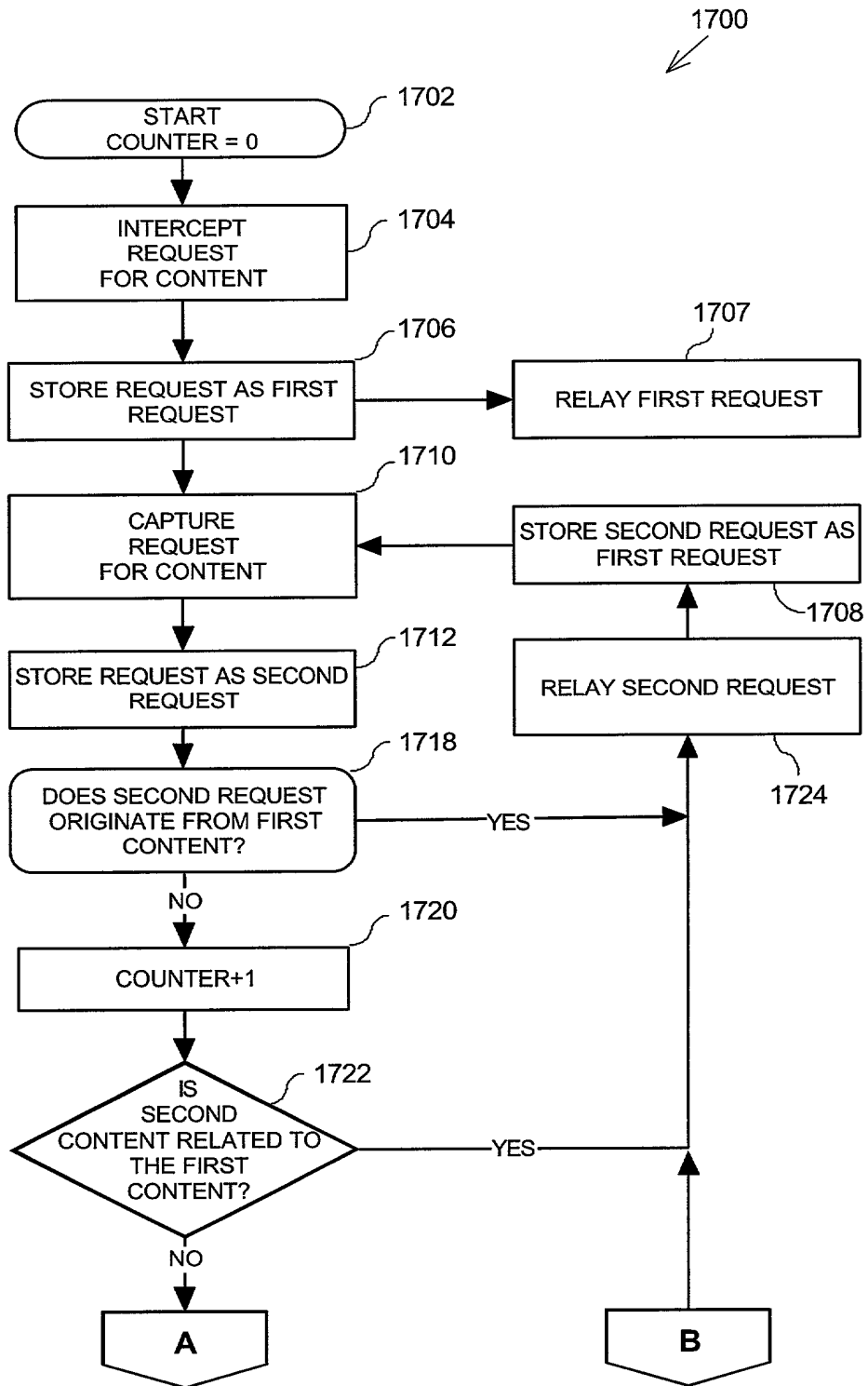


FIG. 17A

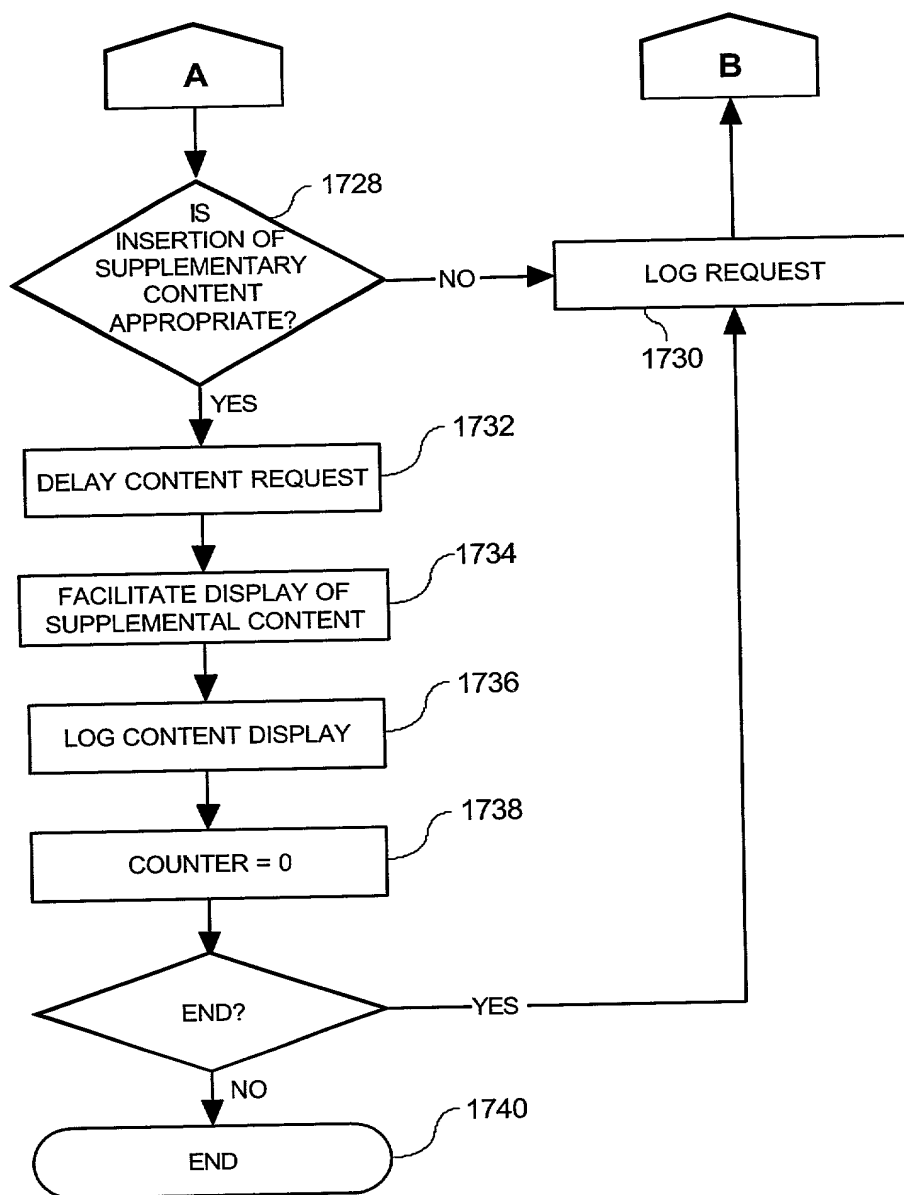


FIG. 17B

